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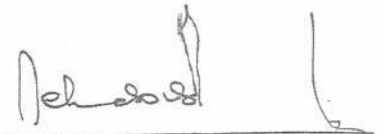
Sub: Mass Awareness Campaign about Centrally Sponsored Schemes run by Govt-Implementation of directions of Hon'ble Chief Minister of J&K.

In the conference of Deputy Commissioners /District Superintendent of Police (SPs) chaired by Hon'ble Chief Minister on 16th of April 2016, at Jammu, all DCs were directed to launch a Mass Awareness Campaign about the various benefits flowing from the Centrally Sponsored Schemes under implementation in their Districts. In order to ensure that the direction is complied strictly to create awareness among the large number of people, the following programme is devised:-

1. A special campaign meant for creating the awareness among the people of the district shall be held w.e.f **1st June, 2016 to 15th of June 2016**.
2. Every Sectoral Officer shall publish pamphlets /book-lets about all the schemes of their department well in advance and distribute them among the general public at Sub Division level / Block level/ Village/Panchayat level.
3. Each Sectoral Officer shall also work out a plan for reaching out to the people at each Panchayat level and document the awareness programme conducted . A copy of their programme should reach this office **on 25th May 2016** , positively.
4. District Information Officer shall cover all the programmes to be held at District level, Sub Division level/Block level . The documentation at village level shall also be forwarded to him by Sectoral officers.
5. During all the days from **1st June 2016 to 15th June 2016**, special programme shall also be conducted at Media Centre by the District Information Officer in consultation with Sectoral Officers .
6. Due publicity shall also be given to the programme from **25th May 2016 to 1st June 2016** continuously.
7. Sectoral officers shall also separately give wide publicity about programme/ campaign.

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8. The Departments like **Agriculture, Horticulture , Sericulture , Forest Environment and Ecology, Fisheries** shall hold a single camp in each Panchayat/Village /Block. Similarly, **Health ,ICDS, Social welfare** should also hold a single camp in the Village to aware the people about various Centrally Sponsored Schemes run by Govt.
9. **Rural Dev. Deptt** shall act as Nodal Department for carrying out this programme/campaign.
10. **Rural Dev Department** shall also run a campaign against Polythene and open defecation and other social menaces along with the awareness programme of their own schemes.
11. The attendance of the following officials is compulsory in the each village/Panchayat camp:-
 - i. VAEA/ REZ
 - ii. JRS
 - iii. All Anganwari Workers of the Panchayat
 - iv. Lumberdar/ Chowkidar
 - v. Sarpanch & Panches
 - vi. School teachers/ (S) teachers



(Mohammad Harun) KAS
Deputy Commissioner,

Copy to the:-

1. Divisional Commissioner, Jammu for favour of information.
2. Add. Dy. Commissioner, Poonch : He shall be overall Incharge of programme in the District.
3. DFO (T) Poonch for information and n/a.
4. PO, ICDS, Poonch for information and n/a.
5. Asstt. Commissioner (Dev) Poonch/ SDM Surankote/Mendhar for information and n/a.
6. Chief Medical Officer, Poonch for information and n/a
7. Chief Agriculture Officer, Poonch for information and n/a.
8. Chief Horticulture Officer, Poonch for information and n/a.
9. Dy. Director Sericulture Poonch for information and n/a.
10. District Social welfare officer Poonch for information and n/a.
11. Chief edu. Officer, Poonch.
12. DIO, Poonch for information + n/a.